

FIG. 1

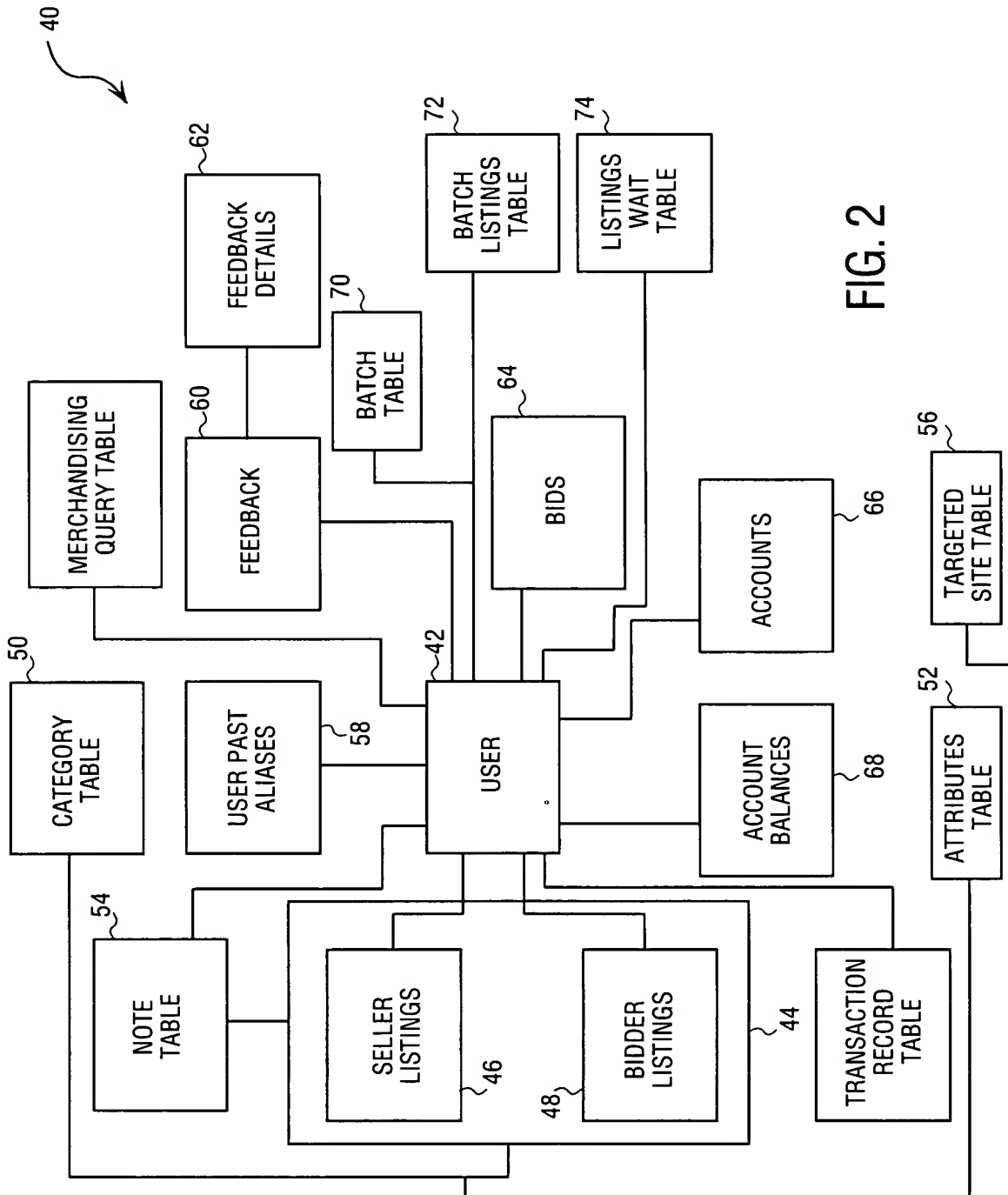


FIG. 2

LISTINGS TABLE
ID
DESCRIPTION
CATEGORY ID
PRICE
CLOSE_DATE
RESERVE_PRICE
SELLER_ID
BIDDER_ID (Ø->N)
LIST_DATE
REMINDER_SENT

FIG. 3A

USER_TABLE
MARKETPLACE number(38)
ID number(38)
USERID varchar2(64) (unique)
USER_STATE number(38)
PASSWORD varchar2(64) (encrypted)
SALT varchar2(64) (encrypt key for psswd)
LAST_MODIFIED date
USERID_LAST_CHANGE date
FLAGS number(38)
EMAIL varchar2(64) (unique)
COUNTRY_ID number(10)
UVDETAIL number(16)
UVRATING number(5)
SCORE number(38)
SITE_ID number(4)
CO_PARTNERID number(4)
BILLING_CURRENCY_ID number(3)

FIG. 3B

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LOGIC FOR GENERATING RECOMMENDATION QUERIES

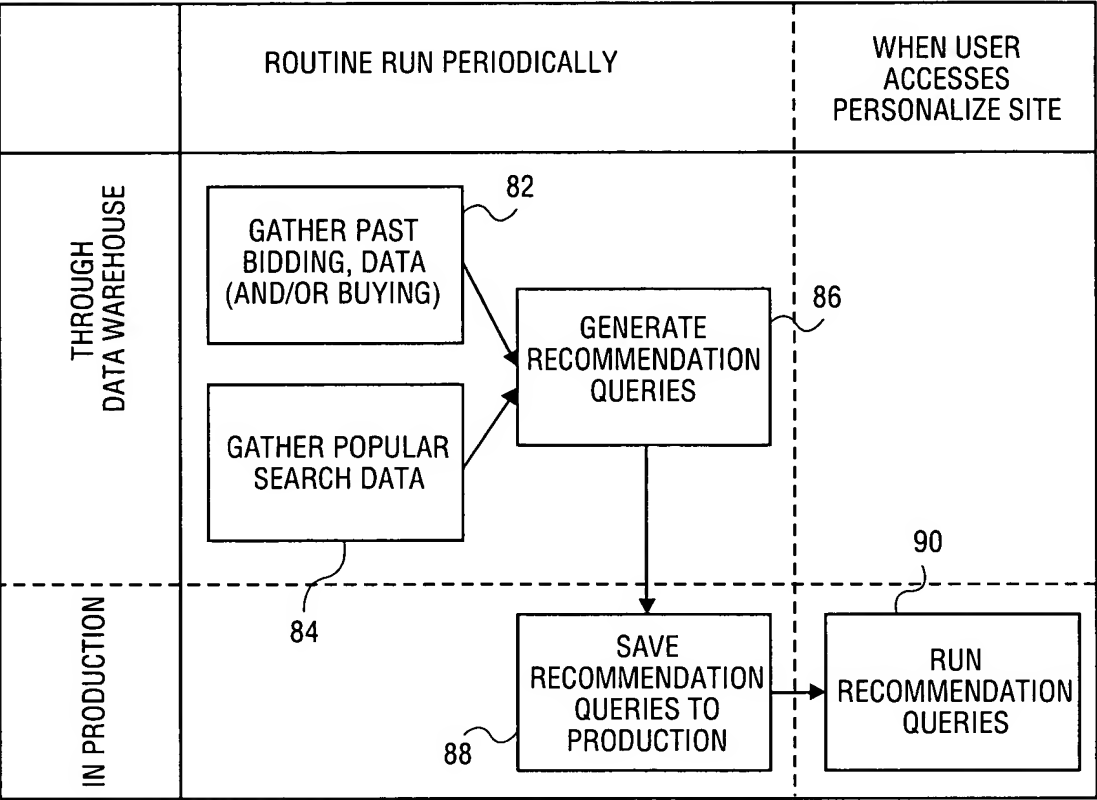


FIG. 4

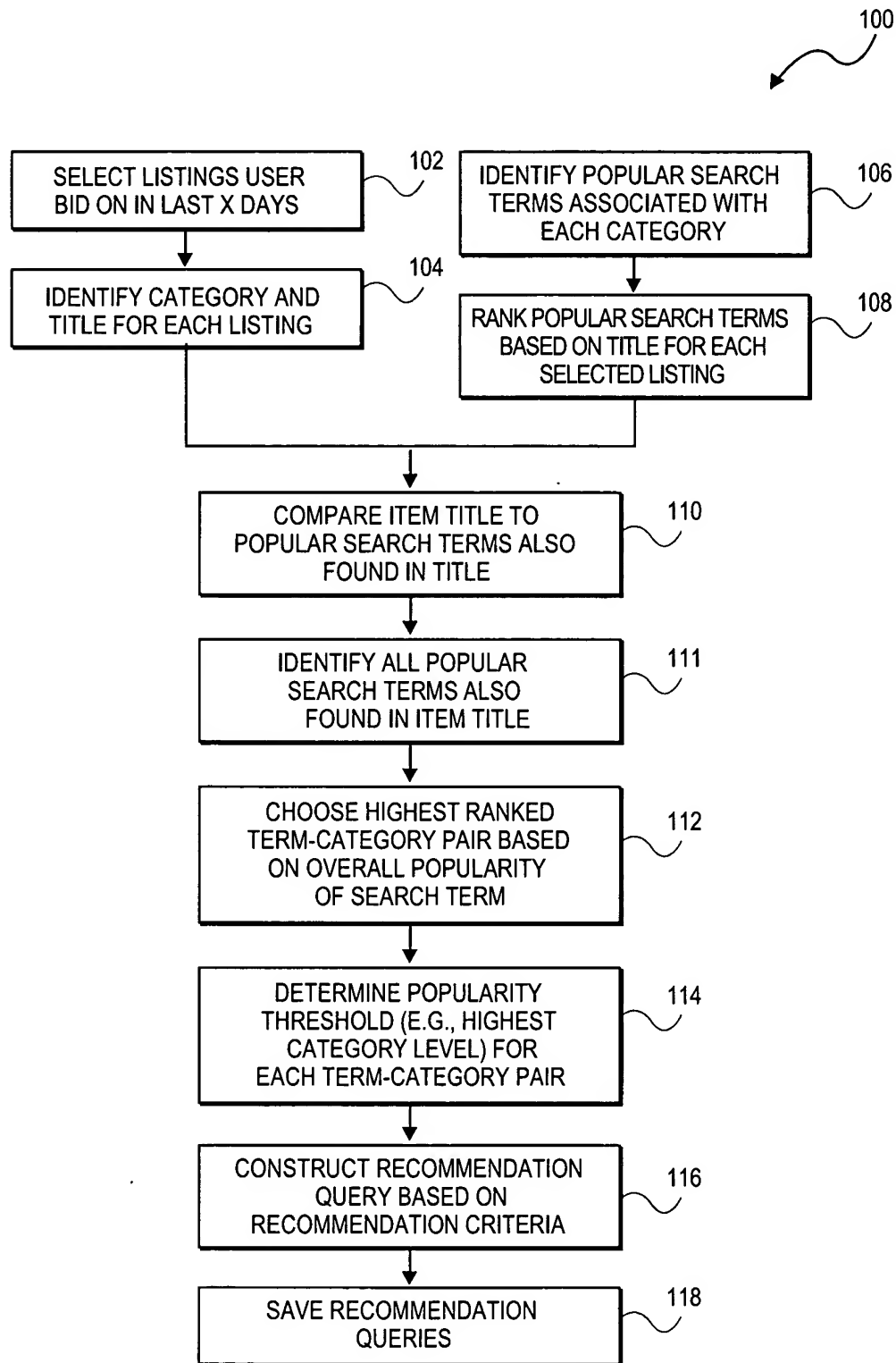


FIG. 5

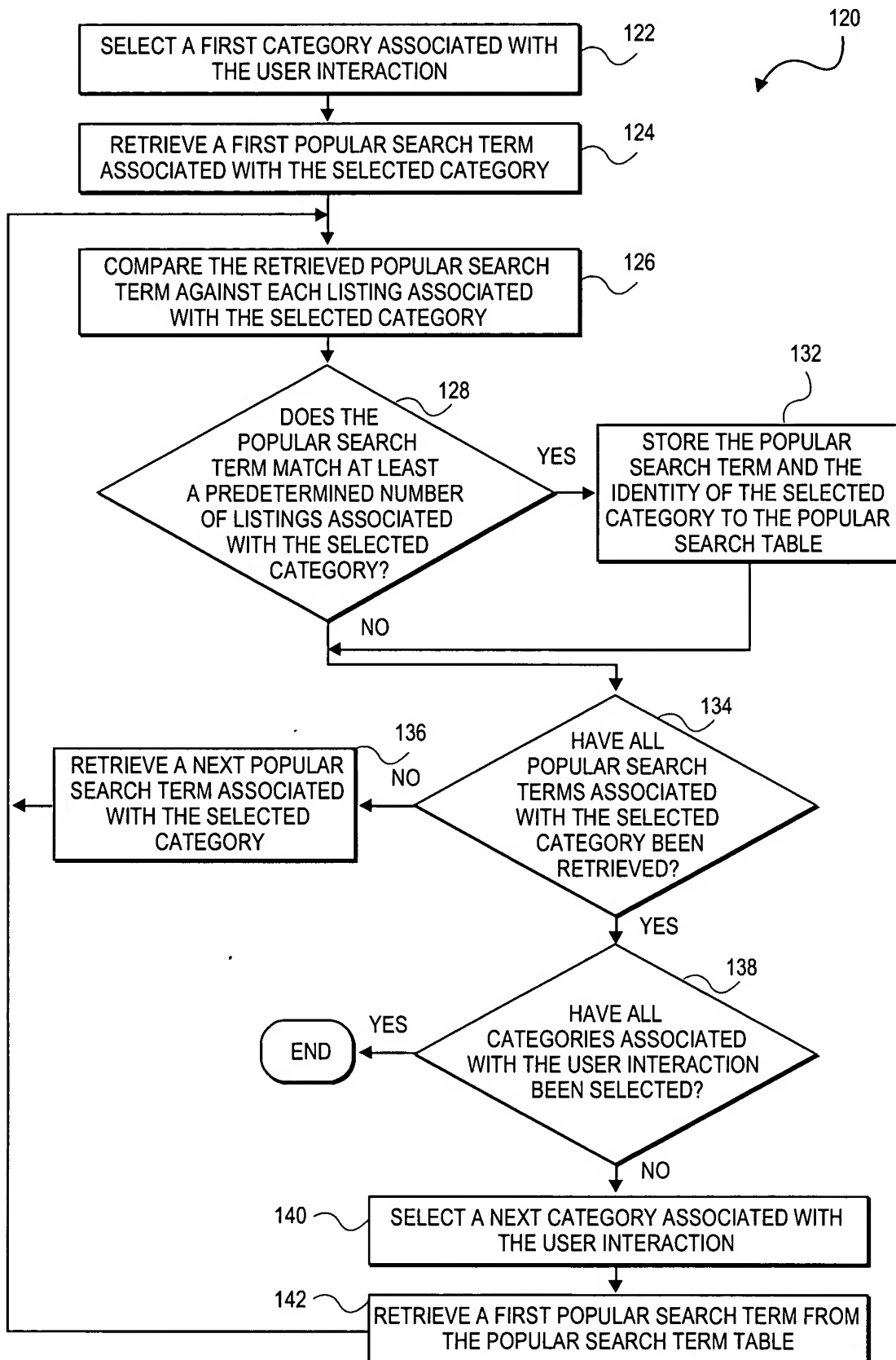


FIG. 6

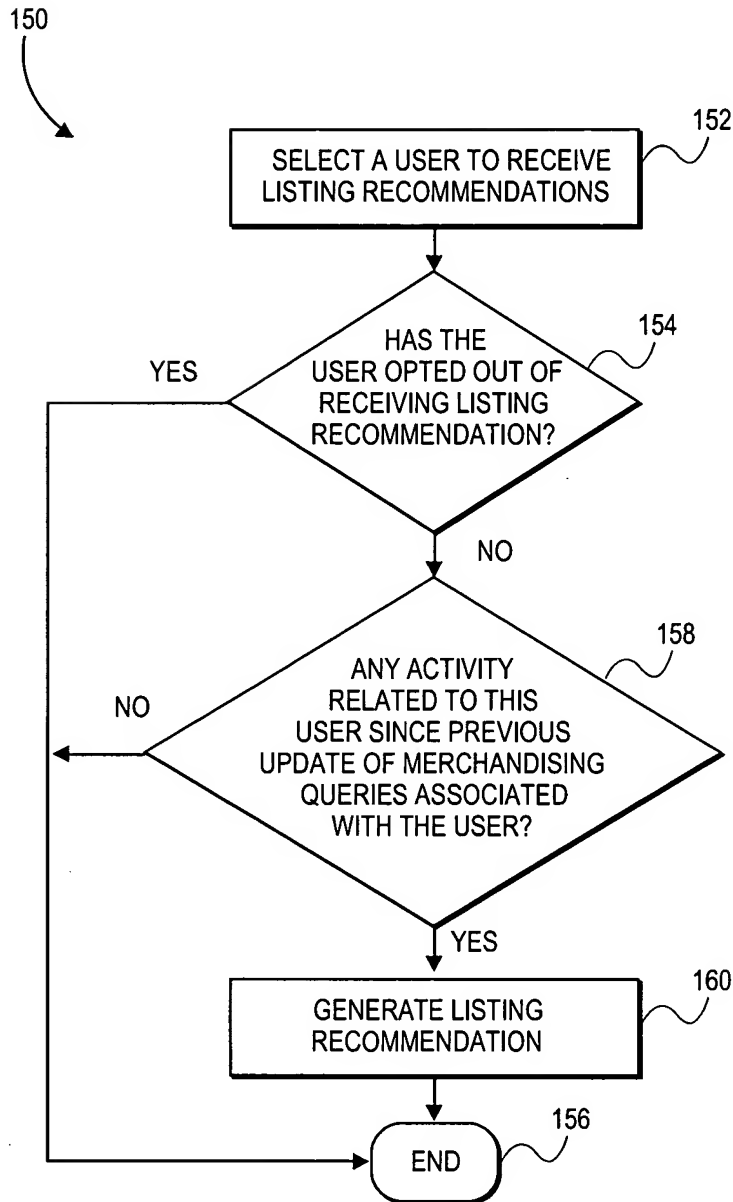


FIG. 7

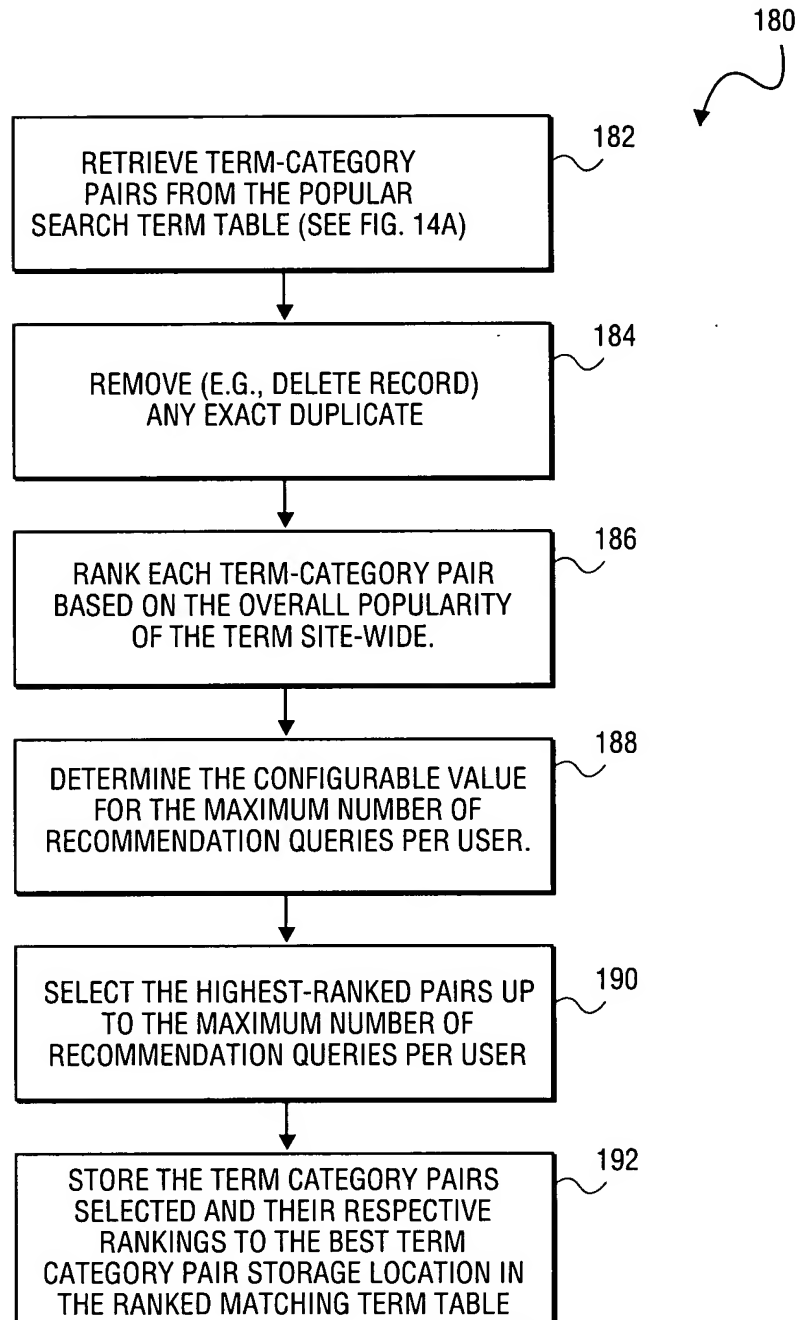


FIG. 8

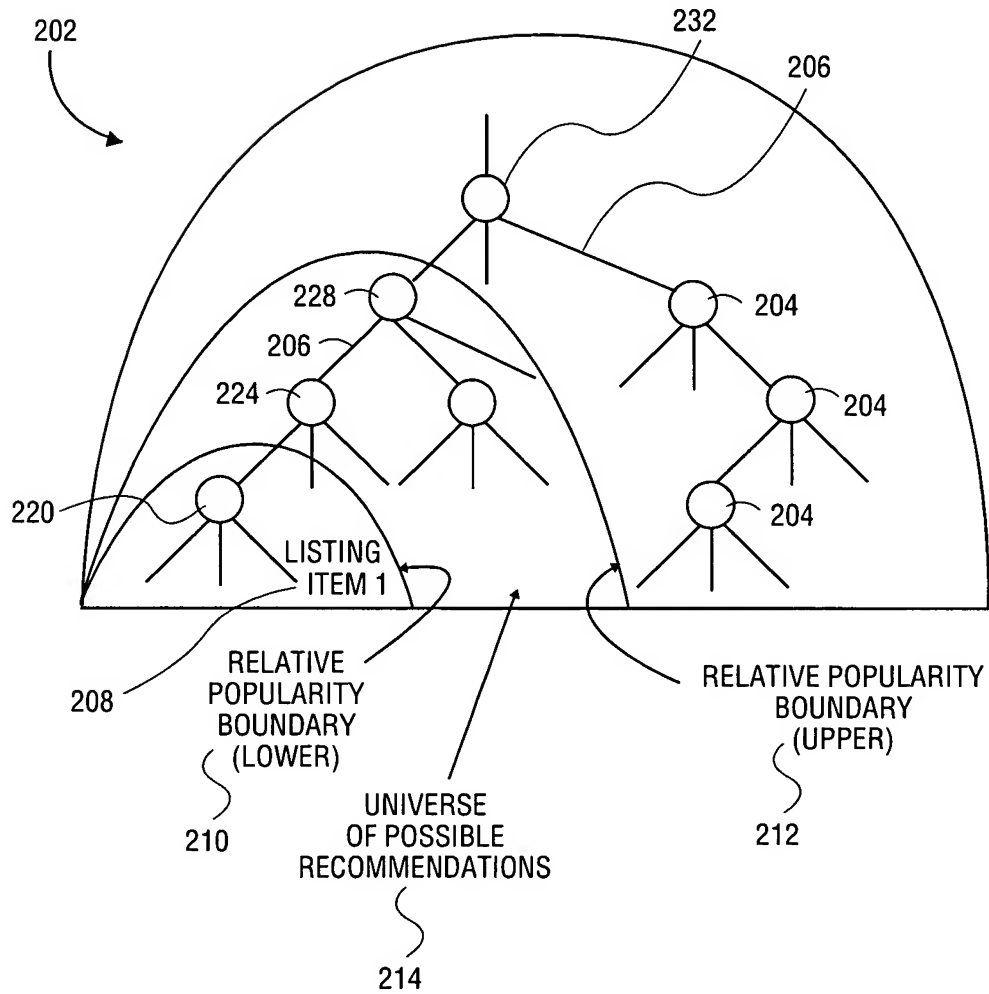


FIG. 9

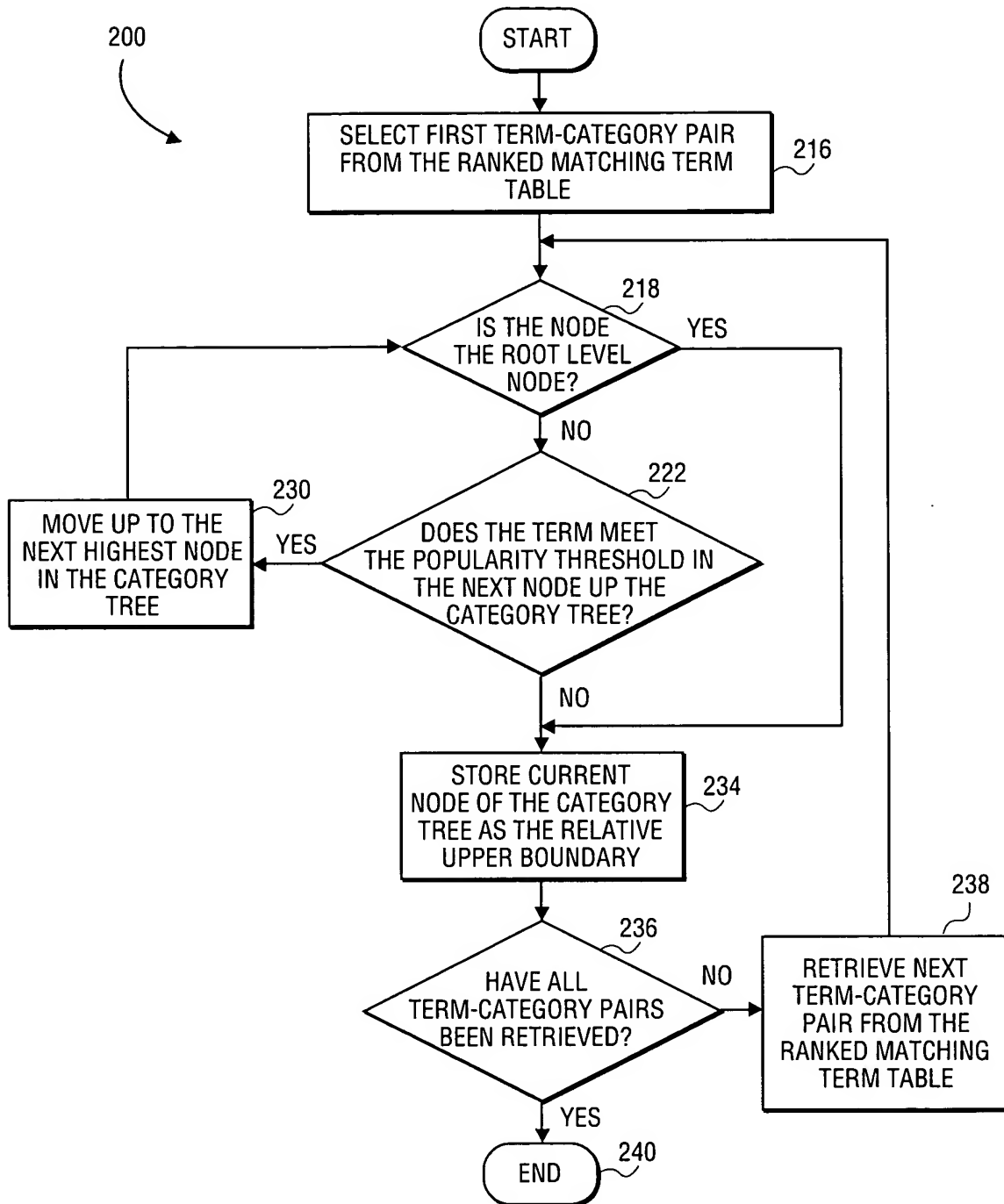
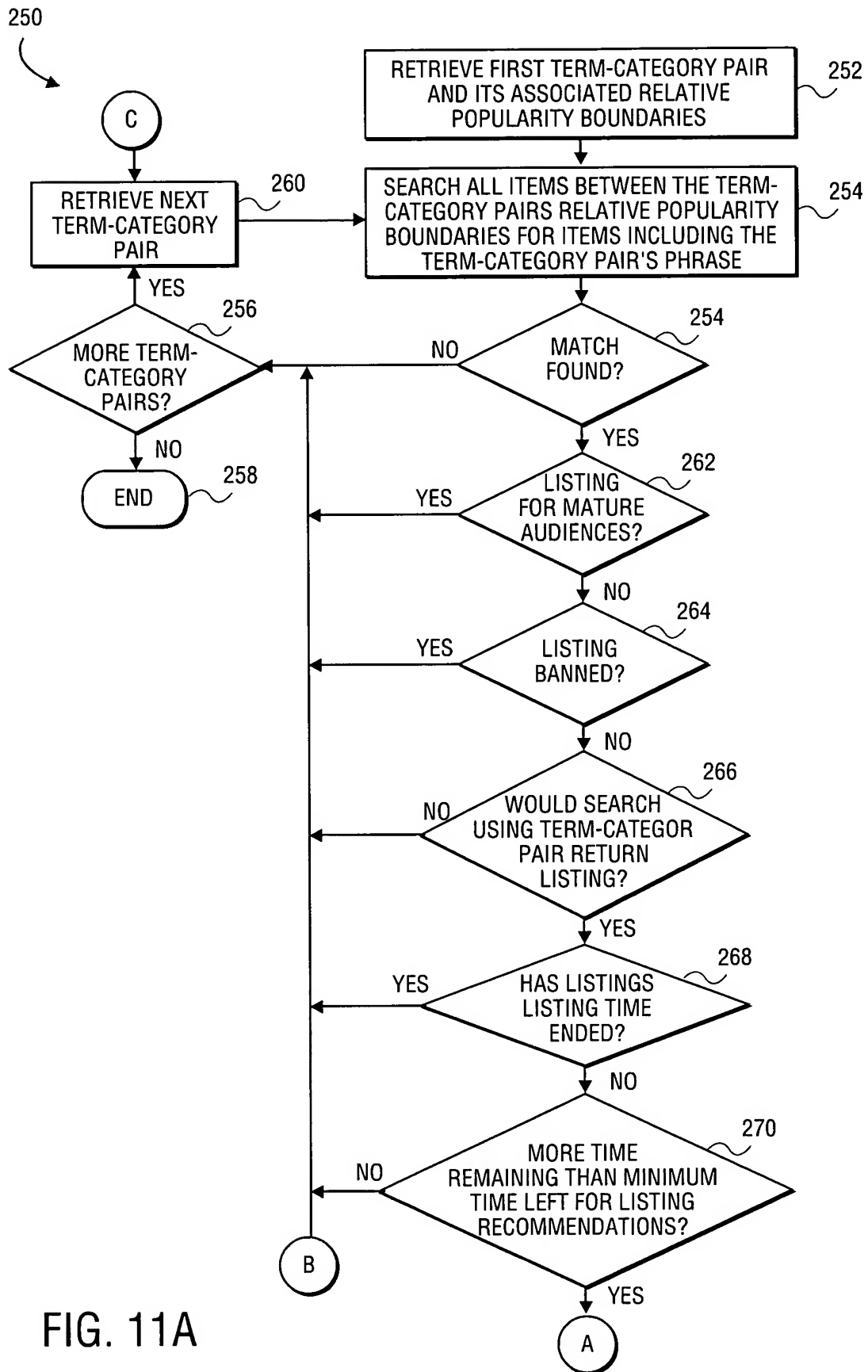


FIG. 10



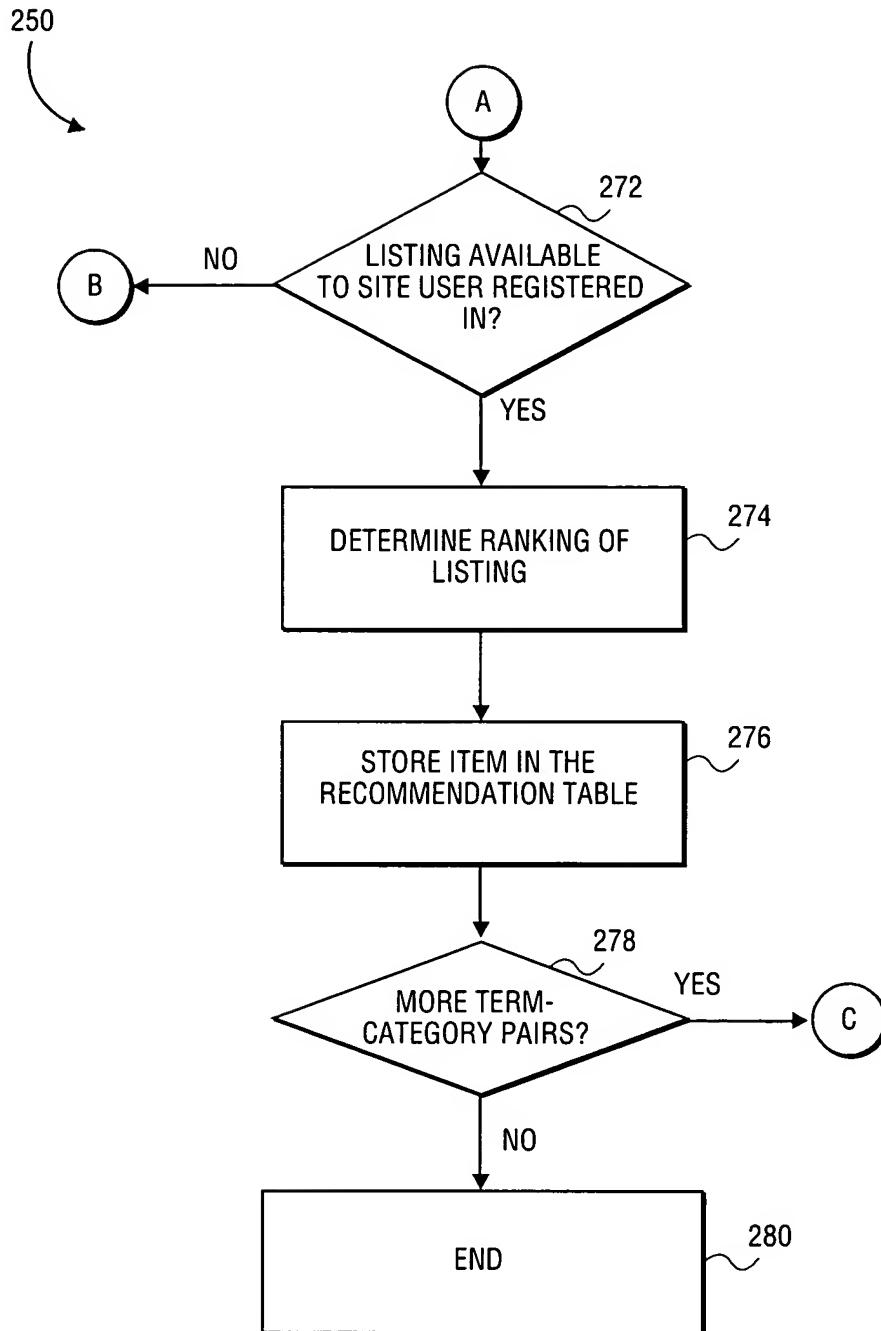
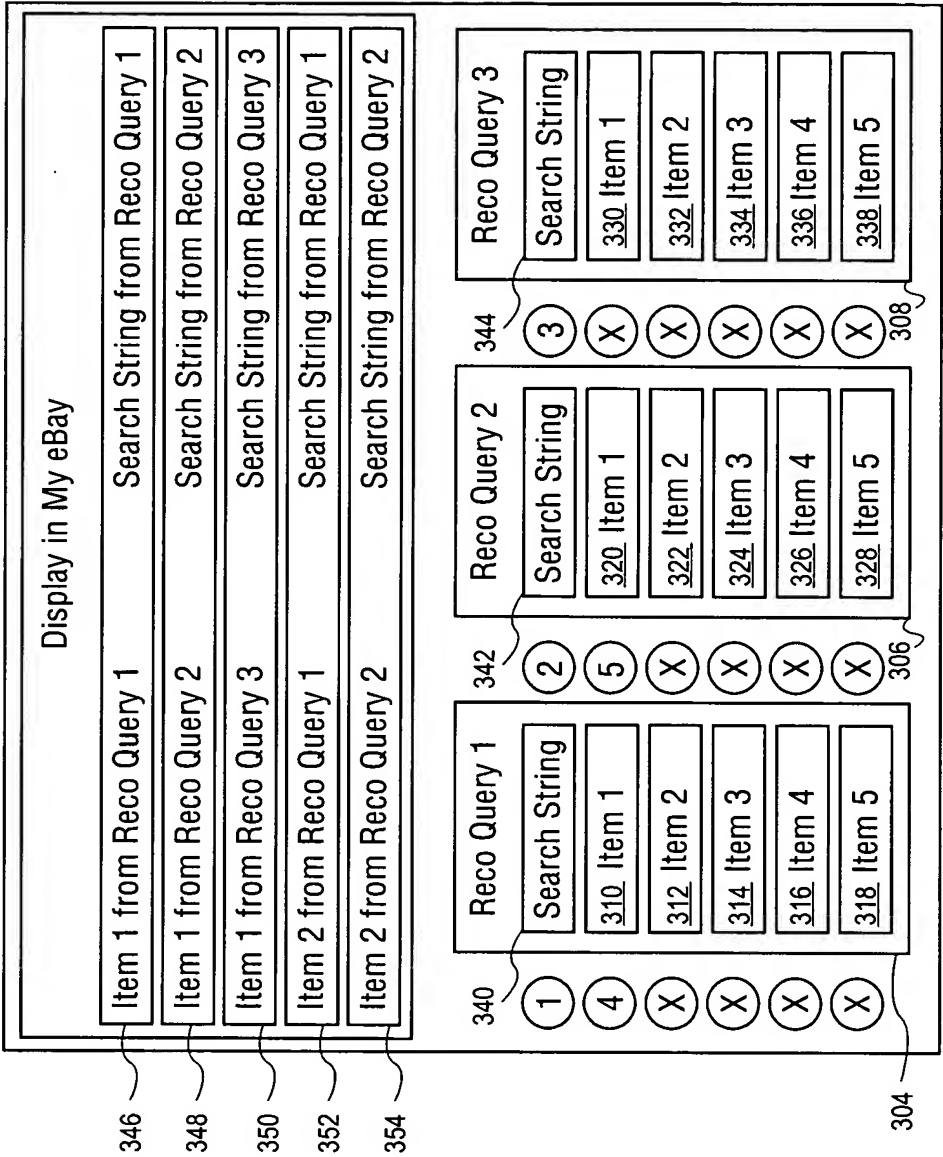


FIG. 11B

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

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	SADE - LOVERS LIVE on CD NEW SEALED	US \$9.00	Buy it Now	6d 22h 03m	Show me more	
	THE CHIEFTAINS - The Wild World Over on CD NEW	US \$7.40	..	7d 02h 04m	Show me more	
	SADE - LOVERS LIVE on CD NEW SEALED	US \$9.00	Buy it Now	8d 22h 03m	Show me more	
	THE CHIEFTAINS - The Wild World Over on CD NEW	US \$7.40	..	9d 02h 04m	Show me more	

FIG. 13

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Popular Search Term Table
Category
Popular_Search_Term
Popular_Search_Term_Ranking

FIG. 14A

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Bid Listing and Parent Category Table
User_ID
Item_Bid_On_ID
Item_Bid_On_Title
Item_Bid_On_Parent_Category

FIG. 14B

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Matching Popular Search Term Table
User_ID
Item_Bid_On_ID
Item_Bid_On_Title
Item_Bid_On_Parent_Category
Popular_Search_Term_Match

FIG. 14C

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Ranked Matching Term Table
User_ID Item_Bid_On_ID Item_Bid_On_Parent_Category Popular_Search_Term Popular_Search_Term_Ranking

FIG. 14D

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Recommendation Query Table
User_ID Relative_Lower_Boundary Popular_Search_Term Relative_Upper_Boundary

FIG. 14E

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Recommendation Table
User_ID Recommended_Item_ID

FIG. 14F

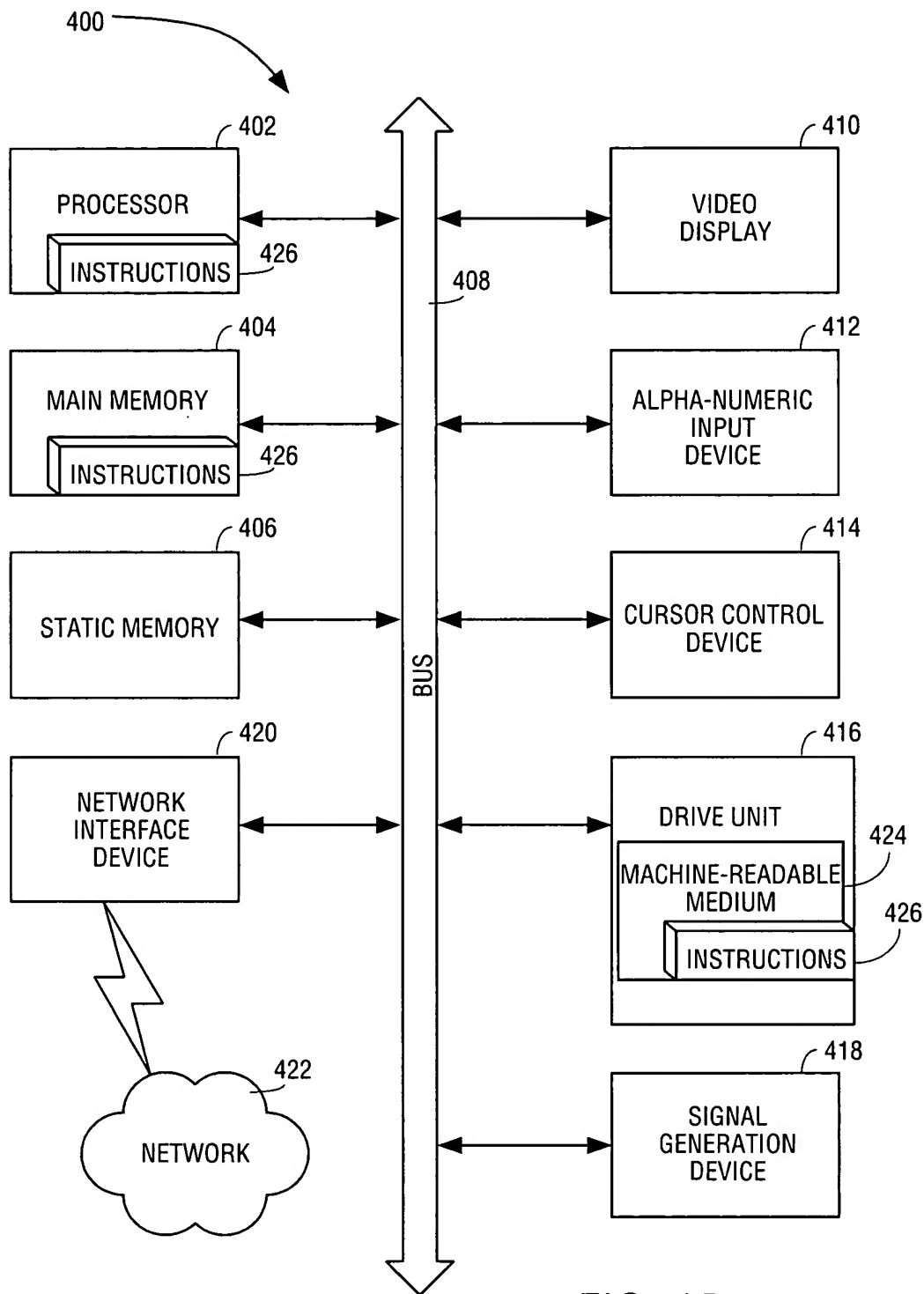


FIG. 15